

R.J. Reynolds

Tobacco Co.

James McLean

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TO: All Retail Reps and Retail Managers With Manley's Accountabilities
(CN ID 3423-00-00)

RE: 2nd Qtr Business Analysis.

Ladies & Gentlemen,

I thought you may be interested in how Manleys is performing against our region objectives. As you can see, Manley's performed well. Total SOM, Doral SOM and RJR Share of savings category saw big gains. Camel has continued to perform well. RJR full price was down due partly to this chains savings business increasing along with slipping Winston SOM. Winston SOM will certainly take a turn for the positive with our "No Bull" re-launch efforts.

I want to thank everybody for your hard work with this chain. The positive nature of these numbers is directly linked to your efforts in the stores.

	Base YTD '96	YTD '97	97 Region Objective	97 Chain Objective	YTD vs. Objective
Total RJR SOM	26.61%	29.25%			
RJR FP SOM	17.38%	16.64%	Maintain	17.38%	-0.74%
Camel (x- Reg) SOM	7.60%	8.31%	0.60%	8.20%	0.11%
Total Winston SOM	5.88%	4.96%			
Salem SOM	2.78%	2.50%			
RJR SOSC	41.90%	51.02%			
Doral SOSC	39.26%	50.62%	1.73%	40.99%	9.63%
Monarch SOSC	1.03%	0.40%			
RJR P/L SOSC	1.61%	0.00%			

Sincerely,

Jim

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